

Revere on the Move

Mass in Motion 2013 Community Report

About Revere on the Move, a community-led collaboration between the City of Revere and MGH Revere CARES Coalition

Revere on the Move works locally to increase opportunities for Revere residents to eat better and move more in the places they live, learn, work, and play. Revere is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Healthy Markets – offering healthier options at neighborhood convenience stores
- Built Environment – designing vibrant, active neighborhoods for bikers and walkers
- Safe Routes to School – making safe, walkable routes to school
- Parks and Recreation – creating safe and inviting places for play and physical activity
- Farmers' Markets – making local produce affordable and accessible
- Healthy Dining – offering healthier options at local restaurants

Accomplishments

- **4 corner stores** are now participating in the Healthy Markets program, with **1** designated as a healthy market
- **9 schools** are in their second year of joining Safe Routes to School
- **3 restaurants** participated in the healthy Dining program, with another **7** in January 2014.

Quote

"We are immensely proud of the progress we made in 2013. We have new healthy markets and restaurants on board, opportunities for students to safely bike, and making the local farmers' market accessible for WIC and SNAP users." Cate Blackford, Coordinator

Obesity Rate: 23.6-45%

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Success Story

Since it began in September 2012, it has increased the reach of Revere on the Move by supporting partner organizations and neighborhood groups in creating related policy, systems and environmental changes. It has enhanced the capacity of community organizations and schools to tackle projects and priorities related to food and fitness and it has also educated the community, including partners and school staff on the important role policy, systems and environmental changes play in our ability to

change behavior and norms. Supported projects include an afterschool biking club that allows high school students to make up missed PE classes; an elementary school garden, adding outdoor fitness equipment to a neighborhood park, creating and improving urban trails, and nutrition education integrated into the curriculum of ESL classes for new Revere residents.

Healthy Eating Highlights

- At the outset of the Healthy Dining initiative in February 2013, ROTM identified tiered criteria for participating restaurants and based on initial conversations with the Chamber of Commerce, readiness of the restaurant owners, locations in the City and ethnic diversity, outreach began. By September 2013, three restaurants were on board and by January 2014, the number had swelled to 10.
- The Revere Beach Farmers Market sought to dramatically increase sales through WIC and SNAP. Previously, this had been one of the hardest populations to reach, but during Summer 2013, they made up 75% of total sales. This can be attributed to the Beach Bucks program that doubled the value of the first \$20 of WIC and SNAP spent at the Market.

Active Living Highlights

- Thanks to the dedication of the Beachmont Improvement Committee, the ROTM Neighborhood Organizer and the Revere Safe Routes to School Coordinator, Revere launched its second urban trail in the Beachmont neighborhood on Sept. 14, 2013 with a well-attended ribbon cutting ceremony.
- In April 2013, the City of Revere painted its first bike lane. Thanks to support from MAPC for mapping a regional bicycle plan that identified Revere Street as a place that could accommodate bicycle infrastructure without removing parking and support from City Planner and Traffic Commission for advocating for this important change.

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Community Partners – Working Together in Revere

Neighborhood Developers, Beachmont Improvement Committee, Revere Beautification Committee, West Revere Neighborhood Group, MGHRevere, MGHRevere CARES Coalition, Revere Afterschool programs, Revere Public Schools, Revere Beach Partnership, Revere Recreation, MGH CCHI, WIC, MGH Pediatric Research, Revere Community School, MAPC, WalkBoston, Revere Chamber of Commerce

Contact Information

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